

Lynn Hoffman is a Co-President of Eureka Recycling, a 501(c)(3) nonprofit social enterprise based in the Twin Cities of Minnesota, whose mission is to demonstrate that waste is preventable, not inevitable. With the two largest recycling contracts in the state servicing the cities of Minneapolis and St. Paul, Eureka operates a collection fleet and 100,000 tons-per-year single stream MRF with a mission-driven triple-bottom-line approach that balances environmental, social and economic benefit. Their business units aim to drive meaningful systems change by demonstrating ways in which recycling can be an effective cornerstone of a truly regenerative economy and support a shift towards source reduction and zero waste.

Considered a national expert in Zero Waste recycling systems and policies, Lynn works with other organizations, companies, and governments to advise, strategize, and implement authentic recycling, plastics reduction, and Zero Waste policy and program solutions. In 2020, Lynn was invited to Washington D.C. to testify before the House Energy and Commerce Committee on recycling and climate change. Lynn is the National Coordinator for AMBR (the Alliance of Mission-Based Recyclers), and has served on the boards of the Minnesota Composting Council the Minnesota Environmental Fund, and the Advisory Council for the US Plastics Pact.